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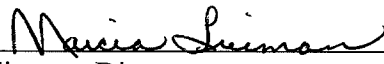
AM 2009-015

CONSIDERATION OF OPTIONS FOR ARTERIAL STREET SIGNS

Agenda Date: Town Board Meeting - January 27, 2009

Attachments: a. Examples of the two preferred street sign options

Fiscal Note: Funds are budgeted in the 2009 Street and Alley Budget to begin replacing street signs.


Finance Director

Submitted by: 
Town Engineer

Approved for Presentation: 
Town Administrator

AV Use Anticipated Projector _____ Laptop _____

Certification of Board Approval:

Town Clerk

Date

Summary Statement:

Staff is seeking direction from the Board about which of the two preferred options for new arterial street signs should be used for these new signs.

Detail of Issue/Request:

Using the top two options that the Board selected from the street sign designs prepared by David & Company Graphic Design, staff has acquired and installed examples of the options at three Frederick intersections. Street signs using the colored logo were installed at the northeast corner of Silver Birch Blvd (WCR 11) and Tipple Pkwy (WCR 16). Street signs using a domed top

shape and just the silhouette of the miner from the logo were installed at the northeast corner of Silver Birch Blvd (WCR 11) and Bella Rosa Pkwy (WCR 20). Larger versions of the two sign options were also installed on the traffic signal mast arms at the intersection of Colorado Blvd (WCR 13) and Tipple Pkwy (WCR 16). A Colorado Blvd sign using the colored logo is visible for westbound traffic and a Colorado Blvd sign using the domed top with a silhouette of the miner is visible for eastbound traffic.

Based upon the prices that were received for the sample signs, staff is estimating that the sign costs for the domed sign option would be approximately 10% more than the sign costs for the colored logo. The final sign costs per intersection are estimated to be about \$200.00 but the final costs will depend on how competitive the bids will be when we order the signs and how many signs we order. The costs of materials for posts, mounting hardware and installation would be the same for either option. The cost differences of the larger signs for signal mast arms may be higher than 10% for the domed signs but we currently only have two signalized intersections so this will not result in a significant overall difference.

Once the Board has reached a consensus on which option to use, staff will order more of the selected option and install them on the arterial streets as funding allows.

Legal/Political Considerations:

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Alternatives/Options:

The Board could direct staff to proceed with either of the two preferred options or to continue to use the standard street signs without a logo or special shape.

Financial Considerations:

The 2009 Street and Alley Fund includes \$50,000 for Traffic Signs. Some of this money is needed to comply with the new reflectivity standards that became mandatory last year and some will be needed for routine replacement of signs that are damaged or missing. It is anticipated that the new arterial street signs will be installed over a several year period as funding allows.

Staff Recommendation:

Staff is requesting direction from the Board regarding the design for street signs to be used in the Town of Frederick in the future.